



Northeast and Caribbean Region

Small Business News

Summer 2005, Issue IV

brought to you by

**The U.S. General Services Administration
Northeast and Caribbean Region
Small Business Utilization Center (SBUC)**



Procurement Directory

To assist you with marketing your products/services to federal agencies in the Northeast and Caribbean Region (New York, New Jersey, Puerto Rico and the Virgin Islands), the GSA SBUC has developed a procurement directory of government contacts. It includes the names, addresses, and phone numbers of contacts in Federal, State, and City civilian and military agencies, where purchasing is done or relevant purchasing information is available. In addition, the directory includes contact information for the Small Business Administration (SBA), Small Business Development Centers, and Procurement Technical Assistance Centers (PTACs). This information will save you considerable time, especially in making an initial contact with a purchasing agency.

To access the directory, please visit www.gsa.gov/smallbusiness. On the left-hand side of the screen click on the link for "Small Business Publications", and then click on the link for the "Northeast and Caribbean Region Procurement Directory".



GSA's Service Disabled Veteran Owned Small Business Initiative

The Veterans Entrepreneur Act of 1999 (Public Law 106-50) established a government wide goal of achieving 3% of its procured expenditures to be contracted with Service Disabled Veteran Owned Small Businesses (SDVOSB).

Executive Order 13360 issued October 21, 2004 strengthened the requirement for Agencies to develop plans to achieve the 3% goal and set in process mechanisms to assist SDVOSB to compete for and win government contracts and subcontracts.

GSA will continue to coordinate between its three major business lines- FSS, FTS and PBS, in an effort to assist SDVOSB in obtaining 3% of federally procured expenditures.

In the Northeast and Caribbean Region, a SDVOSB Working Group has been appointed to spearhead an initiative involving outreach efforts to SDVOSB. We clearly need to reach out to SDVOSB in support of this socioeconomic requirement.

The Regional SDVOSB Initiative consists of short and long term strategies aimed at achieving and sustaining a robust SDVOSB program that benefits both the American taxpayer and the service-disabled veterans who have served this nation.

The first step has been to determine the value of all SDVOSB contracts and match them up with bona fide regional purchasing requirements. Steps have also been taken to assess the volume of business SDVOSBs can perform. The Task Force will also solicit current Veteran owned businesses to determine if they can also qualify as SDVOSB vendors. Plans are underway to expand the listing of qualified regional SDVOSBs and to coordinate regional plans with the Department of Veterans Affairs, the military, municipal and state organizations and veterans organizations, to discuss opportunities which could benefit regional SDVOSBs.

If you are a SDVOSB or if you have any questions concerning this initiative, please contact Kerry Blette, Director, Northeast and Caribbean Region's Service Disabled Veteran Owned Small Business Initiative, at kerry.blette@gsa.gov.



GSA Subcontracting Directory

This directory is published as an aid to small business concerns seeking subcontracting opportunities with GSA prime contractors. It is a semiannual publication which lists large companies that have contracts with GSA for goods and services worth \$500,000 or more (\$1 million or more for construction). Such companies are required to establish plans and goals for subcontracting with small business concerns.

Please visit <http://www.gsa.gov/smallbusiness> to access the directory.



Upcoming GSA Workshops



"How to Obtain a GSA Federal Supply Schedule Contract"

This in-depth workshop will explain how to access Government solicitations, the most significant sections of an offer, how to submit an offer, and the evaluation and award process.

(Please note that architecture & engineering, general construction, janitorial and some building services are not on the GSA Federal Supply Schedule. Therefore, if you provide these services, this workshop will not be beneficial for you.)

Please email R2.SBUC@gsa.gov to obtain a registration form and additional information. Seating is limited so register soon!

This workshop is currently being offered in Newark, NJ in July 2005 and Syracuse, NY in August 2005:

- Newark, New Jersey:
Wednesday, July 20, 2005
9am- 1pm (Please arrive at 8:30am to sign in)
Rodino Federal Building, 970 Broad Street, Newark, NJ
Room 204
(Walnut Street Entrance. Bring Photo ID.
No admission to building prior to 8am)
- Syracuse, NY:
Wednesday, August 17, 2005
9am- 1pm (Please arrive at 8:30am to sign in)
James M. Hanley Federal Building, 100 S. Clinton St., Syracuse, NY
Room 742
(Photo ID Required)

For additional information on upcoming events, please contact the GSA SBUC at R2.SBUC@gsa.gov or 212-264-8265.



"Small Business Information Day"

The U.S. General Services Administration, in partnership with the U.S. Small Business Administration, sponsored "Small Business Information Day," on June 8th at the Ted Weiss Federal Building in New York City.

Three workshops were conducted:

- "How to Obtain a GSA Federal Supply Schedule Contract"
- Marketing to the Federal Government/ Small Business Panel
- The HUBZone program, SBA Certification, and Small Business Loan Info

Approximately 115 small businesses attended and their response was overwhelmingly positive. In fact, based on the evaluation forms received, 91% of the attendees rated the event either "extremely" or "very" helpful

in terms of meeting their objectives for attending, while 100% of attendees rated the overall event "excellent" or "good".

For additional information on:

- "How to Obtain a GSA Federal Supply Schedule Contract", contact the GSA SBUC at R2.SBUC@gsa.gov or 212-264-1234 and/or attend one of our upcoming workshops.
- Marketing your GSA Federal Supply Schedule contract, contact Judy Poskanzer, Director of Marketing and Customer Service, GSA Northeast & Caribbean Region, at 212-264-0305 or judy.poskanzer@gsa.gov
- SBA HUBZone program/certification, contact the U.S. Small Business Administration at 212-264-4322.
- Small business loan information, contact the U.S. Small Business Administration at 212-264-1481.



Frequently Asked Questions

Q. What is GSA? What is the GSA SBUC?

A. If you have a product or service to sell, it's probably something that the U.S. General Services Administration (GSA) buys. Each year, GSA - the Federal Government's business manager, supplies and services buyer, real estate developer, telecommunications manager, and computer solutions provider - contracts for billions of dollars worth of products and services. Because it provides the workspace, supplies, equipment and support that other federal agencies need to do their jobs, GSA is one of the Federal Government's biggest buyers.

GSA's Small Business Utilization Center, or SBUC, is the first point of contact for information on how to do business, or how to obtain a contract with the federal government. The centers' small business assistance teams are dedicated to identifying bidding opportunities and contracting vehicles

for small businesses. They also provide counseling, information, and resources. The Northeast and Caribbean Region SBUC serves small businesses in New York, northern New Jersey, Puerto Rico, and the U.S. Virgin Islands.

Please visit the GSA Office of Small Business Utilization's (OSBU) website at <http://www.gsa.gov/smallbusiness> to download a copy of the "**Doing Business with GSA**" publication. Please click on the "Small Business Publications" link on the left hand side of the page to access it.

Q. What is a GSA Federal Supply Schedule?

A. A schedule is an indefinite delivery, indefinite quantity contract for products and/or services at stated prices for a five-year time period with options to renew, in most cases, for up to twenty years. It is a listing of negotiated contracts where awards are made to multiple firms for a variety of products/services. Customer agencies order from, and pay contractors directly.

Q. How do I obtain a GSA schedule contract?

A. You may have gone into the office of a Federal agency to try to sell your products or services to them, and the first thing they asked you was, "Do you have a GSA number?" A GSA number is a GSA Federal Supply Schedule contract number. You can get a GSA number by downloading a solicitation, which is an invitation to submit an offer, from the FedBizOpps web site (www.fbo.gov). Then you will need to send your offer to the GSA Contracting Officer listed in the solicitation package. The Contracting Officer will review your offer and let you know if additional information is required. If you meet all the requirements, you may be awarded a GSA Federal Supply Schedule Contract, which means you have been approved by that Contracting Officer to sell your products or services to the Federal Government.

Q. How do I know if the products/services my company provides are on a GSA Federal Supply Schedule?

A. Please contact the GSA SBUC at R2.SBUC@gsa.gov or 212-264-1234 for a listing of the Federal Supply Schedules, or please visit Schedules E-Library

to obtain a listing and do a search of all the GSA Schedules Contracts at:
www.gsa.gov/elibrary

Architecture & engineering, general construction, janitorial and some building services are not on the GSA Federal Supply Schedule.

Q. What if my company provides architecture & engineering, general construction, janitorial or a building service that is not on the GSA Federal Supply Schedule?

A. You can visit FedBizOpps (www.fbo.gov), which is the single government point-of-entry (GPE) for Federal government procurement opportunities over \$25,000. Government buyers are able to publicize their business opportunities by posting information directly to FedBizOpps via the Internet. Through one portal - FedBizOpps (FBO) - commercial vendors seeking Federal markets for their products and services can search, monitor and retrieve opportunities solicited by the entire Federal contracting community. You can register to receive solicitations under the vendor notification service.

In addition, please contact the GSA SBUC at 212-264-1234 or R2.SBUC@gsa.gov for additional information, including a list of GSA Building Managers in the Northeast and Caribbean Region. Most Building Management Offices can procure items up to \$100,000 directly.

Q. What is the advantage of having a GSA Number (GSA Schedule Contract) and once I get a contract, how will I know where to sell my products and/or services?

A. Federal agencies prefer to buy from GSA Schedules because they know they are getting an approved product. Also, it means GSA has done all the legwork for them and negotiated the best price and the best value for their dollar.

As a contract holder, you will be required to download information about your awarded products and/or services onto the GSA Advantage web site (www.gsaadvantage.gov). GSA Advantage is the worldwide shopping network that any Federal agency can access and browse to locate and buy a wide variety of products and services from GSA Schedule contracts, and

you will be listed along with these vendors. You will also receive a list of Federal agencies along with your award information.

Q. Do you have a checklist or summary chart that depicts the process to obtain a GSA FSS contract?

A. Yes. Listed below are the steps that will help you get started in applying for your GSA Federal Supply Schedule contract.

1) Register in the Central Contractor Registration (CCR).

<http://www.ccr.gov>

2) Identify the GSA Federal Supply Schedule that covers your product or service. <http://gsa.gov/goschedules>

3) Obtain a copy of the Federal Supply Schedule solicitation covering your product or service at www.fedbizopps.gov

4) Complete all information in the solicitation.

5) Submit your offer to the address listed in the solicitation.

6) Ensure that you meet all of the requirements to be awarded a GSA Federal Supply Schedule contract.

7) Negotiate with the GSA contracting officer who will contact you after evaluating your offer.

8) Review and verify your contract number, company name, socio-economic designation, and all other pertinent information in the Schedules E-Library upon contract award. If any adjustments are needed, contact the Contracting Officer to effectuate the change.

9) Upload your products/services on GSA Advantage and ensure that pertinent contractual information is consistent with the information in Schedules E-Library.

10) Market your products/services.



Schedules e-Library

The Schedules e-Library is the official and only on-line source for General Services Administration (GSA) and Department of Veteran Affairs (VA) Federal Supply Schedule and Governmentwide Acquisition Contract (GWAC) award information. Information is updated daily to ensure access to the latest schedules and contracts. On e-library you can find out which suppliers have a contract, and what's available by using various search options, e.g., Schedule contractor's name, contract number, Special Item Number, Schedule Number, or key word. In addition, the Schedules E-Library is a good source for teaming partners. Contractor Team Arrangements are created when two or more Federal Supply Schedule contractors join together to provide a solution to meet agency needs. Teaming allows Schedule contractors to deliver an end-to-end solution from multiple industries. Such arrangements enhance the ability of small business concerns to participate.

For additional information, please visit www.gsaelibrary.gsa.gov



Forecast of GSA Contracting Opportunities

This is an annual on-line document which lists GSA's expected contracts for the current and upcoming fiscal year. Contracting opportunities are listed by region and by type of goods or services required.

Please visit <http://www.gsa.gov/smallbusiness> to access the document.



GSA's Public Buildings Service

The GSA Public Buildings Service (PBS) is the Federal Government's property developer, lessor and manager of federally-owned and leased properties. PBS is responsible for planning, designing, building, restoring, renovating, decorating and

landscaping Government-owned office buildings and other facilities and for maintenance and security. PBS also leases property for Federal agencies. PBS has a nationwide network of centers and field offices that manage, operate, maintain, alter, preserve and repair all facilities under its custody and control. These centers purchase building materials and services needed to operate and maintain the more than 8,000 Federal buildings managed by GSA

Types of PBS Contracts:

- Architectural and Engineering Services
- Construction
- Space Planning and Interior Design
- Art-in-Architecture Program
- Office Space Leasing
- Building Services

For additional information, please visit <http://www.gsa.gov/pbs> or contact Warren Hall of the GSA Public Buildings Service at 212-264-4241.



Websites for Small Businesses

- GSA's Homepage: <http://www.gsa.gov>
- GSA Office of Small Business Utilization: www.gsa.gov/smallbusiness
- GSA Schedules: www.fss.gsa.gov/schedules
- Schedules e-Library: www.gsa.gov/elibrary
- Central Contractor Registration (CCR): <http://www.ccr.gov>
- Federal Business Opportunities: <http://www.fbo.gov>
- SBA Program Certifications: www.sba.gov/certifications
- Loans: http://www.sba.gov/starting_business/
- Grants: www.grants.gov
- Federal Acquisition Regulations: www.arnet.gov/far



Any questions? Please contact the GSA SBUC by email at R2.SBUC@gsa.gov or by phone at 212-264-1234. We may include your question in one of our future newsletters.

We are very interested in hearing about your experiences with GSA and the extent to which you are satisfied with the services we provide. Please be sure to let us know if you are awarded a contract.

Please send comments and suggestions about our newsletter by email, fax or mail.

Is there something you would like to see in future issues?
We look forward to hearing from you!

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If you would like to subscribe to our quarterly newsletter, please contact the GSA SBUC via email (R2.SBUC@gsa.gov) or phone (212-264-1234.)